

## REMARKS

Claims 1, 12, 20, 25, 31 and 34 are currently amended and claims 1-38 remain in the Application for consideration. In view of the following remarks, Applicant respectfully requests reconsideration and allowance of the subject Application.

### § 103 Rejections

Claims 1, 3-26 and 28-38 stand rejected under 35 U.S.C. § 103(a) as allegedly being obvious over U.S. Patent No. 6, 128,655 to Fields, et al. (hereinafter “Fields) in view of U.S. Patent No. 6,763,334 to Matsumoto, et al. (hereinafter “Matsumoto”).

Claims 2 and 27 stand rejected under 35 U.S.C. § 103(a) as allegedly being obvious over Fields in view of Matsumoto and further in view of U.S. Patent No. 6,247,032 to Bernardo, et al. (hereinafter “Bernardo”).

### In the Claims

**Independent claim 1** is amended, and as amended recites a computer executable method comprising (new language is indicated in underline):

- in response to a passage of a time interval, determining whether each of a plurality of content providers has any new content to retrieve;
- retrieving content from one or more of the plurality of content providers that has new content to retrieve, wherein the retrieved content is to be displayed in at least one Web page;
- verifying a format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a schema file;
- rejecting particular content if the particular content format is not valid; and

- if the particular content is valid:
  - scheduling the particular content to be displayed at a scheduled time; and
  - displaying the particular content at the scheduled time, the particular content being displayed by a Web server.

The Office argues that the subject matter of claim 1 is obvious over Fields in view of Matsumoto. While Applicant respectfully disagrees with this rejection, Applicant has nonetheless amended the claim to further clarify the claimed subject matter.

Applicant maintains that the cited references fail to render claim 1 obvious for at least the reason that the cited references fail to disclose or suggest all of the features recited in claim 1. Specifically, none of the references disclose or suggest the feature of:

- in response to a passage of a time interval, determining whether each of a plurality of content providers has any new content to retrieve.

This feature is simply missing from the cited references. Accordingly, and at least for this reason, Applicant submits that a *prima facie* case of obviousness with respect to claim 1 cannot be established based on this combination of references and claim 1 is allowable.

**Dependent claims 2-11** depend from claim 1 and thus are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 1, are neither disclosed nor suggested by the references of record.

The Office has further rejected claim 2 as allegedly being obvious over Fields in view of Matsumoto and further in view of Bernardo. However, as discussed above, the combination of Fields and Matsumoto fails to disclose or suggest all of the features recited in claim one. The addition of Bernardo fails to remedy this deficiency. Accordingly, a *prima facie* case of obviousness with respect to claims 2-11 cannot be established based on these references and these claims are allowable.

**Independent claim 12** is amended, and as amended recites a computer executable method comprising (added language is indicated in underline):

- identifying a plurality of content providers;
- in response to a passage of a time interval, determining whether each of the plurality of content providers has any new content to retrieve;
- retrieving new content from the plurality of content providers that have new content to retrieve;
- storing the retrieved content in a central database;
- scheduling the retrieved content to be displayed on a Web page at a scheduled time, wherein the scheduled time is based on an attribute associated with the retrieved content; and
- displaying the retrieved content on the Web page at the scheduled time.

The Office argues that the subject matter of claim 12 is obvious over Fields in view of Matsumoto. While Applicant respectfully disagrees with this rejection, Applicant has nonetheless amended the claim to further clarify the claimed subject matter.

Applicant maintains that the cited references fail to render claim 12 obvious for at least the reason that the cited references fail to disclose or suggest all of the

features recited in claim 12. Specifically, none of the references disclose or suggest the feature of:

- in response to a passage of a time interval, determining whether each of the plurality of content providers has any new content to retrieve.

This feature is simply missing from the cited references. Accordingly, and at least for this reason, Applicant submits that a *prima facie* case of obviousness with respect to claim 12 cannot be established based on this combination of references and claim 12 is allowable.

**Dependent claims 13-19** depend from claim 12 and thus are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 12, are neither disclosed nor suggested by the references of record.

**Independent claim 20** is amended, and as amended recites a computer executable method comprising (added language is indicated in underline):

- identifying a plurality of content providers;
- identifying a storage location associated with each of the content providers;
- in response to a passage of a time interval, retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location;
- if the file identifies new content to retrieve from the storage location:
  - retrieving the new content;
  - storing the retrieved content in a central database;
  - scheduling the retrieved content to be displayed at a first scheduled time, wherein the first scheduled time is based on a first attribute associated with the retrieved content; and

- scheduling the retrieved content to be removed at a second scheduled time based on a second attribute associated with the retrieved content.

The Office argues that the subject matter of claim 20 is obvious over Fields in view of Matsumoto. While Applicant respectfully disagrees with this rejection, Applicant has nonetheless amended the claim to further clarify the claimed subject matter.

Applicant maintains that the cited references fail to render claim 20 obvious for at least the reason that the cited references fail to disclose or suggest all of the features recited in claim 20. Specifically, none of the references disclose or suggest the feature of:

- in response to a passage of a time interval, retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location.

This feature is simply missing from the cited references. Accordingly, and at least for this reason, Applicant submits that a *prima facie* case of obviousness with respect to claim 20 cannot be established based on this combination of references and claim 20 is allowable.

**Dependent claims 21-24** depend from claim 20 and thus are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 20, are neither disclosed nor suggested by the references of record.

**Independent claim 25** is amended, and as amended recites a content server comprising (added language is indicated in underline):

- a content collector configured to retrieve content from a plurality of content providers in response to a passage of a time interval;
- a content verification tool coupled to the content collector, the content verification tool configured to verify content retrieved from the plurality of content providers; and
- a content scheduler coupled to the content collector, the content scheduler configured to schedule the received content for display and further to schedule the received content for removal.

The Office argues that the subject matter of claim 25 is obvious over Fields in view of Matsumoto. While Applicant respectfully disagrees with this rejection, Applicant has nonetheless amended the claim to further clarify the claimed subject matter.

Applicant maintains that the cited references fail to render claim 25 obvious for at least the reason that the cited references fail to disclose or suggest all of the features recited in claim 25. Specifically, none of the references disclose or suggest the feature of:

- a content collector configured to retrieve content from a plurality of content providers in response to a passage of a time interval.

This feature is simply missing from the cited references. Accordingly, and at least for this reason, Applicant submits that a *prima facie* case of obviousness with respect to claim 25 cannot be established based on this combination of references and claim 25 is allowable.

**Dependent claims 26-30** depend from claim 25 and thus are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 25, are neither disclosed nor suggested by the references of record.

The Office has further rejected claim 27 as allegedly being obvious over Fields in view of Matsumoto and further in view of Bernardo. However, as discussed above, the combination of Fields and Matsumoto fails to disclose or suggest all of the features recited in claim 25. The addition of Bernardo fails to remedy this deficiency. Accordingly, a *prima facie* case of obviousness with respect to claims 26-30 cannot be established based on these references and these claims are allowable.

**Independent claim 31** is amended, and as amended recites a content processing system comprising (added language is indicated in underline):

- a content server configured to retrieve Web-based content from a plurality of Web content providers in response to a passage of a time interval, wherein the content is defined in an extensible markup language (XML) file;
- a database coupled to the content server, the database configured to store content retrieved from the plurality of content providers; and
- a Web server coupled to the content server, the Web server including a content structure definition file that defines a proper format for the content, wherein the Web server is configured to maintain a plurality of Web pages that are generated using content stored in the database, and wherein each of the plurality of Web pages is displayed during a scheduled time period associated with content contained in each Web page.

The Office argues that the subject matter of claim 31 is obvious over Fields in view of Matsumoto. While Applicant respectfully disagrees with this rejection,

Applicant has nonetheless amended the claim to further clarify the claimed subject matter.

Applicant maintains that the cited references fail to render claim 31 obvious for at least the reason that the cited references fail to disclose or suggest all of the features recited in claim 31. Specifically, none of the references disclose or suggest the feature of:

- a content server configured to retrieve Web-based content from a plurality of Web content providers in response to a passage of a time interval, wherein the content is defined in an extensible markup language (XML) file.

This feature is simply missing from the cited references. Accordingly, and at least for this reason, Applicant submits that a *prima facie* case of obviousness with respect to claim 31 cannot be established based on this combination of references and claim 31 is allowable.

**Dependent claims 32-33** depend from claim 31 and thus are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 31, are neither disclosed nor suggested by the references of record.

**Independent claim 34** is amended, and as amended recites one or more computer-readable media having at least one physical media, the computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to (added language is indicated in underline):

- in response to a passage of a time interval, retrieve content from a plurality of content providers, the retrieved content to be displayed in a Web page;
- schedule the retrieved content to be displayed in the Web page at a first scheduled time based on a first attribute associated with the retrieved content; and
- schedule the retrieved content to be removed from the Web page at a second scheduled time based on a second attribute associated with the retrieved content.

The Office argues that the subject matter of claim 34 is obvious over Fields in view of Matsumoto. While Applicant respectfully disagrees with this rejection, Applicant has nonetheless amended the claim to further clarify the claimed subject matter.

Applicant maintains that the cited references fail to render claim 34 obvious for at least the reason that the cited references fail to disclose or suggest all of the features recited in claim 34. Specifically, none of the references disclose or suggest the feature of:

- in response to a passage of a time interval, retrieve content from a plurality of content providers, the retrieved content to be displayed in a Web page.

This feature is simply missing from the cited references. Accordingly, and at least for this reason, Applicant submits that a *prima facie* case of obviousness with respect to claim 34 cannot be established based on this combination of references and claim 34 is allowable.

**Dependent claims 35-38** depend from claim 34 and thus are allowable as depending from an allowable base claim. These claims are also allowable for their

own recited features which, in combination with those recited in claim 34, are neither disclosed nor suggested by the references of record.

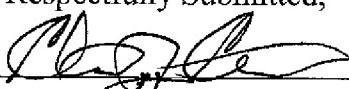
**Conclusion**

All of the claims are in condition for allowance. Accordingly, Applicant requests a Notice of Allowability be issued forthwith. If the Office's next anticipated action is to be anything other than issuance of a Notice of Allowability, Applicant respectfully requests a telephone call for the purpose of scheduling an interview.

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Respectfully Submitted,

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